



WKMG

ORDER

Print Date 08/30/12 Page 1 of 3

Flight Dates 09/11/12-09/17/12

Contract / Revision 255504 /

Original Date / Revision
07/31/12 08/01/12

Advertiser Pol/Pres/D/Barack Obama

New till 02/05/09

Agency GMMB

Buying Contact

3050 K Street NW
Suite 100
Washington, DC 20007

Primary Account Executive
Kristen Waskie

Account Executive	Order%	Start Date	End Date
Kristen Waskie	100%		

Product
OBAMA FOR AMERICA

Agency Com 15%

Billing Contact

3050 K Street NW
Suite 100
Washington, DC 20007

Sales Office PHI

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 1536

Alt Order # 6259478

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL CAND

Product Codes PL-Presidential-Democrat

Priority P-3

Advertiser Ref

Order Share 100% Market Value 64450

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	23	\$54,782.50	\$64,450.00	0.00	08/27/12	09/17/12	23	\$54,782.50	\$64,450.00
Totals	23	\$54,782.50	\$64,450.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	WKMG	09/11/12	09/17/12	M-F 11p News M-F 11p News	CM	11-1135p	MTWTF--	:30	2	\$1,800.00	P-3	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/11/12	09/17/12	MTWTF--					2	\$1,800.00		0.00			
E 2	WKMG	09/11/12	09/17/12	11-12p Price Is Right Price Is Right	CM	11a-12p	MTWTF--	:30	2	\$650.00	P-3	0.00	NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/11/12	09/17/12	MTWTF--					2	\$650.00		0.00			
E 3	WKMG	09/11/12	09/17/12	Local 6 News 12-1230p Local 6 News 12-1230p	CM	12-1230p	MTWTF--	:30	2	\$550.00	P-3	0.00	NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/11/12	09/17/12	MTWTF--					2	\$550.00		0.00			
E 4	WKMG	09/11/12	09/17/12	Morn News at 5a Morn News at 5a	CM	5-530a	MTWTF--	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



WKMG

Print Date: 08/30/12

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Contract / Revision

255504

Flight Dates 09/11/12-09/17/12

Hiatus Dates

Original Date / Revision 07/31/12/ 08/01/12

Order Sep 00:15:00

Advertiser Pol/Pres/D/Barack Obama Product OBAMA FOR AMERICA

Estimate # 1536

													Totals			
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount		
E 4	WKMG	09/11/12	09/17/12	Morn News at 5a Morn News at 5a	CM	5-530a	MTWTF--	:30	1	\$300.00	P-3	0.00 NM	1	\$300.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		09/11/12	09/17/12	MTWTF--					1	\$300.00		0.00				
E 5	WKMG	09/11/12	09/17/12	News at 7p News at 7p	CM	7-7:30p	MTWTF--	:30	1	\$1,000.00	P-3	0.00 NM	1	\$1,000.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		09/11/12	09/17/12	MTWTF--					1	\$1,000.00		0.00				
E 7	WKMG	09/17/12	09/17/12	Mon Prime 10p Hawaii Five-O	CM	10-11p	1-----	:30	1	\$5,000.00	P-3	0.00 NM	1	\$5,000.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	1-----					1	\$5,000.00		0.00				
E 8	WKMG	09/17/12	09/17/12	Mon 1 Hour Special/8p How I Met Yr Mother 1hr s	CM	8-9p	1-----	:30	1	\$4,000.00	P-3	0.00 NM	1	\$4,000.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	1-----					1	\$4,000.00		0.00				
E 10	WKMG	09/17/12	09/17/12	Mon Prime 9:30p MIKE & MOLLY	CM	930-10p	1-----	:30	1	\$5,500.00	P-3	0.00 NM	1	\$5,500.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	1-----					1	\$5,500.00		0.00				
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u> <u>Type</u>				
		1	WKMG	09/17/12-09/23/12	Mon Prime 9:30p	930-10p	M-----	:30		(\$5,500.00)		0.00 NM				
		See MG 10.2														
		2	WKMG	09/17/12-09/23/12	Mon 1 Hour Special/9p	9-10p	M-----	:30		\$5,500.00		0.00 NM				
		Ⓜ MG for 10.1 09/17														
		[Same time period - 2 Broke Girls Finale repeat]														
E 12	WKMG	09/15/12	09/15/12	7-9a CBS This Morn Sat 7-9a Sat Early Show	CM	7-9a	-----1-	:30	1	\$350.00	P-3	0.00 NM	1	\$350.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	-----1-					1	\$350.00		0.00				
E 14	WKMG	09/16/12	09/16/12	Face The Nation Face The Nation	CM	1030-11a	-----1	:30	1	\$1,100.00	P-3	0.00 NM	1	\$1,100.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	-----1					1	\$1,100.00		0.00				
E 15	WKMG	09/16/12	09/16/12	Sun 11p News Sun 11p News	CM	11-1135p	-----1	:30	1	\$1,800.00	P-3	0.00 NM	1	\$1,800.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	-----1					1	\$1,800.00		0.00				
E 16	WKMG	09/16/12	09/16/12	Sun 1135p-1235a Without a Trace	CM	1135p-1235a	-----1	:30	1	\$500.00	P-3	0.00 NM	1	\$500.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	-----1					1	\$500.00		0.00				
E 18	WKMG	09/16/12	09/16/12	CBS Evening News CBS Eve News	CM	630-7p	-----1	:30	1	\$600.00	P-3	0.00 NM	1	\$600.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	-----1					1	\$600.00		0.00				
E 19	WKMG	09/16/12	09/16/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	-----1	:30	1	\$1,300.00	P-3	0.00 NM	1	\$1,300.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	-----1					1	\$1,300.00		0.00				
E 23	WKMG	09/13/12	09/13/12		CM	9-10p	---1---	:30	1	\$7,000.00	P-3	0.00 NM	1	\$7,000.00		

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>	
														Spots	Amount
				Thu Prime 9p											
				Thu 9-10p BIG BROTHER											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	---1---					1	\$7,000.00		0.00			
E 24	WKMG	09/11/12	09/11/12	Tue Prime 10p	CM	10-11p	-1-----	:30	1	\$5,000.00	P-3	0.00	NM	1	\$5,000.00
				Tue 10p-11p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-1-----					1	\$5,000.00		0.00			
E 25	WKMG	09/11/12	09/11/12	Tue Prime 8p	CM	8-9p	-1-----	:30	1	\$7,000.00	P-3	0.00	NM	1	\$7,000.00
				NCIS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-1-----					1	\$7,000.00		0.00			
E 27	WKMG	09/11/12	09/11/12	Tue Prime 9p	CM	9-10p	-1-----	:30	1	\$6,000.00	P-3	0.00	NM	1	\$6,000.00
				NCIS:LA											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-1-----					1	\$6,000.00		0.00			
E 28	WKMG	09/12/12	09/12/12	Wed Prime 10p	CM	10-11p	--1----	:30	1	\$6,000.00	P-3	0.00	NM	1	\$6,000.00
				CSI											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--1----					1	\$6,000.00		0.00			
E 29	WKMG	09/12/12	09/12/12	Wed Prime 9p	CM	9-10p	--1----	:30	1	\$6,000.00	P-3	0.00	NM	1	\$6,000.00
				Criminal Minds											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--1----					1	\$6,000.00		0.00			
														Totals	23 \$64,450.00



WKMG

ORDER

Flight Dates 09/04/12-09/10/12

Contract / Revision

255503 /

Product

OBAMA FOR AMERICA

Original Date / Revision

07/31/12 08/29/12

Agency Com 15%

Billing Contact

3050 K Street NW
Suite 100
Washington, DC 20007

Advertiser Pol/Pres/D/Barack Obama

New till 02/05/09

Agency GMMB

Buying Contact

3050 K Street NW
Suite 100
Washington, DC 20007

Sales Office PHI

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 1536

Alt Order # 6259421

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL CAND

Product Codes PL-Presidential-Democrat

Priority P-2

Advertiser Ref

Primary Account Executive

Kristen Waskie

Account Executive	Order%	Start Date	End Date
Kristen Waskie	100%		

Order Share 100% Market Value 79225

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
September 2012	20	\$67,341.25	\$79,225.00	0.00
Totals	20	\$67,341.25	\$79,225.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
08/27/12	09/10/12	20	\$67,341.25	\$79,225.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	WKMG	09/04/12	09/10/12	M-F 11p News M-F 11p News	CM	11-1135p	MTWTF--	:30	2	\$1,200.00	P-2	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/04/12	09/10/12	MTWTF--					2	\$1,200.00		0.00			
E 2	WKMG	09/04/12	09/10/12	11-12p Price Is Right Price Is Right	CM	11a-12p	-TWT---	:30	2	\$350.00	P-3	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/04/12	09/10/12	-TWT---					2	\$350.00		0.00			
E 3	WKMG	09/04/12	09/10/12	Local 6 News 12-1230p Local 6 News 12-1230p	CM	12-1230p	-TWT---	:30	2	\$200.00	P-3	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/04/12	09/10/12	-TWT---					2	\$200.00		0.00			
E 4	WKMG	09/04/12	09/10/12	Morn News at 5a Morn News at 5a	CM	5-530a	MTWTF--	:30	1	\$275.00	P-2	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



WKMG

Print Date: 08/30/12

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Contract / Revision

255503

Flight Dates 09/04/12-09/10/12

Hiatus Dates

Original Date / Revision 07/31/12/ 08/29/12

Order Sep 00:15:00

Advertiser Pol/Pres/D/Barack Obama Product OBAMA FOR AMERICA

Estimate # 1536

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 4	WKMG	09/04/12	09/10/12	Morn News at 5a Morn News at 5a	CM	5-530a	MTWTF--	:30	1	\$275.00	P-2	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/04/12	09/10/12	MTWTF--					1	\$275.00		0.00			
E 5	WKMG	09/04/12	09/10/12	News at 7p News at 7p	CM	7-7:30p	MTWTF--	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/04/12	09/10/12	MTWTF--					1	\$800.00		0.00			
E 7	WKMG	09/10/12	09/10/12	Mon Prime 10p Hawaii Five-O	CM	10-11p	1-----	:30	1	\$6,000.00	P-2	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	1-----					1	\$6,000.00		0.00			
E 9	WKMG	09/10/12	09/10/12	Mon Prime 9p 2 Broke Girls	CM	9-930p	1-----	:30	1	\$8,000.00	P-2	0.00	NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	1-----					1	\$8,000.00		0.00			
E 11	WKMG	09/08/12	09/08/12	Sat 6p News Sat Local 6 News at 6p	CM	6-630p	-----1-	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----1-					1	\$450.00		0.00			
E 19	WKMG	09/09/12	09/09/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	-----S	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S					1	\$1,200.00		0.00			
E 23	WKMG	09/06/12	09/06/12	Thu Prime 9p Thu 9-10p BIG BROTHEF	CM	9-10p	---1---	:30	1	\$8,000.00	P-2	0.00	NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	---1---					1	\$8,000.00		0.00			
E 25	WKMG	09/04/12	09/04/12	Tue Prime 8p NCIS	CM	8-9p	-1-----	:30	1	\$8,000.00	P-2	0.00	NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-1-----					1	\$8,000.00		0.00			
E 27	WKMG	09/04/12	09/04/12	Tue Prime 9p NCIS:LA	CM	9-10p	-1-----	:30	1	\$7,000.00	P-2	0.00	NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-1-----					1	\$7,000.00		0.00			
E 28	WKMG	09/05/12	09/05/12	Wed Prime 10p CSI	CM	10-11p	--1----	:30	1	\$6,000.00	P-2	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	--1----					1	\$6,000.00		0.00			
<u>Spot</u>		<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1		WKMG	09/03/12-09/09/12	Wed Prime 10p			10-11p	--W-----	:30	(\$6,000.00)		0.00	NM		
		See MG 28.2 [This is the DNC Convention - if OK please rebook]													
2		WKMG	09/05/12-09/05/12	Wed Prime 8p			8-9p	--W-----	:30	\$6,000.00		0.00	NM		
		Ⓜ MG for 28.1 09/05													
E 29	WKMG	09/05/12	09/05/12	Wed Prime 9p Criminal Minds	CM	9-10p	--1----	:30	1	\$7,000.00	P-2	0.00	NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	--1----					1	\$7,000.00		0.00			
N 30	WKMG	09/05/12	09/05/12		CM	9-10p	--W----	:30	1	\$7,000.00	P-2	0.00	NM	1	\$7,000.00



WKMG

Print Date: 08/30/12

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Contract / Revision **255503** Flight Dates **09/04/12-09/10/12**

Hiatus Dates

Original Date / Revision 07/31/12/ 08/29/12

Order Sep 00:15:00

Advertiser **Pol/Pres/D/Barack Obama** Product **OBAMA FOR AMERICA**

Estimate # **1536**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				Wed Prime 9p Criminal Minds											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	--W----					1	\$7,000.00		0.00			
N 31	WKMG	09/05/12	09/05/12	Wed Prime 9p Criminal Minds	CM	9-10p	--W----	:30	1	\$7,000.00	P-2	0.00	NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	--W----					1	\$7,000.00		0.00			
N 32	WKMG	09/06/12	09/06/12	Thu Prime 8p Big Bang Theory	CM	8-830p	---T---	:30	1	\$9,000.00	P-2	0.00	NM	1	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	---T---					1	\$9,000.00		0.00			
													Totals	20	\$79,225.00



WKMG

Print Date: 08/29/12

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Contract / Revision

255392

Flight Dates 08/14/12-09/03/12

Hiatus Dates

Original Date / Revision 07/30/12/ 08/28/12

Order Sep 00:15:00

Advertiser Pol/Pres/D/Barack Obama Product OBAMA FOR AMERICA

Estimate # 1523

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 2	WKMG	08/14/12	09/03/12	M-F Late Late Show Late Late Show	CM	109-210a	MTWTF--	:30	3	\$250.00	P-3	0.00 NM	9	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week:		08/14/12	08/20/12	MTWTF--		3				\$250.00		0.00		
Week:		08/21/12	08/27/12	MTWTF--		3				\$250.00		0.00		
Week:		08/28/12	09/03/12	MTWTF--		3				\$250.00		0.00		
E 3	WKMG	08/14/12	09/03/12	M-F 11p News M-F 11p News	CM	11-1135p	MTWTF--	:30	3	\$1,800.00	P-3	0.00 NM	9	\$16,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week:		08/14/12	08/20/12	MTWTF--		3				\$1,800.00		0.00		
Week:		08/21/12	08/27/12	MTWTF--		3				\$1,800.00		0.00		
Week:		08/28/12	09/03/12	MTWTF--		3				\$1,800.00		0.00		
E 4	WKMG	08/14/12	09/03/12	11-12p Price Is Right Price Is Right	CM	11a-12p	MTWTF--	:30	2	\$800.00	P-3	0.00 NM	6	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week:		08/14/12	08/20/12	MTWTF--		2				\$800.00		0.00		
Week:		08/21/12	08/27/12	MTWTF--		2				\$800.00		0.00		
Week:		08/28/12	09/03/12	MTWTF--		2				\$800.00		0.00		
E 5	WKMG	08/14/12	09/03/12	1230-2p CBS Soaps Soaps	CM	12:30-2p	MTWTF--	:30	2	\$800.00	P-3	0.00 NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week:		08/14/12	08/20/12	MTWTF--		2				\$800.00		0.00		
Week:		08/21/12	08/27/12	-----		0				\$0.00		0.00		
Week:		08/28/12	09/03/12	MTWTF--		2				\$800.00		0.00		
E 6	WKMG	08/14/12	09/03/12	M-F 1235-105a Extra	CM	1237-109a	MTWTF--	:30	2	\$400.00	P-3	0.00 NM	6	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week:		08/14/12	08/20/12	MTWTF--		2				\$400.00		0.00		
Week:		08/21/12	08/27/12	MTWTF--		2				\$400.00		0.00		
Week:		08/28/12	09/03/12	MTWTF--		2				\$400.00		0.00		
E 7	WKMG	08/14/12	09/03/12	Local 6 News 12-1230p Local 6 News 12-1230p	CM	12-1230p	MTWTF--	:30	3	\$700.00	P-3	0.00 NM	8	\$5,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week:		08/14/12	08/20/12	MTWTF--		3				\$700.00		0.00		
Week:		08/21/12	08/27/12	MTWTF--		2				\$700.00		0.00		
Week:		08/28/12	09/03/12	MTWTF--		3				\$700.00		0.00		
E 8	WKMG	08/14/12	09/03/12	2-3p The Talk The Talk	CM	2-3p	MTWTF--	:30	1	\$600.00	P-3	0.00 NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week:		08/14/12	08/20/12	MTWTF--		1				\$600.00		0.00		
Week:		08/21/12	08/27/12	MTWTF--		1				\$600.00		0.00		
Week:		08/28/12	09/03/12	MTWTF--		1				\$600.00		0.00		
E 9	WKMG	08/14/12	09/03/12	4-430p Extra Extra	CM	4-430p	MTWTF--	:30	2	\$450.00	P-3	0.00 NM	6	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week:		08/14/12	08/20/12	MTWTF--		2				\$450.00		0.00		
Week:		08/21/12	08/27/12	MTWTF--		2				\$450.00		0.00		
Week:		08/28/12	09/03/12	MTWTF--		2				\$450.00		0.00		
E 10	WKMG	08/14/12	09/03/12	Morn News at 5a Morn News at 5a	CM	5-530a	MTWTF--	:30	2	\$300.00	P-3	0.00 NM	6	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week:		08/14/12	08/20/12	MTWTF--		2				\$300.00		0.00		
Week:		08/21/12	08/27/12	MTWTF--		2				\$300.00		0.00		
Week:		08/28/12	09/03/12	MTWTF--		2				\$300.00		0.00		



WKMG

Print Date: 08/29/12

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Contract / Revision **255392** Flight Dates **08/14/12-09/03/12**

Hiatus Dates

Original Date / Revision 07/30/12/ 08/28/12

Order Sep 00:15:00

Advertiser **Pol/Pres/D/Barack Obama** Product **OBAMA FOR AMERICA**

Estimate # **1523**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 10	WKMG	08/14/12	09/03/12	Morn News at 5a Morn News at 5a	CM	5-530a	MTWTF--	:30	2	\$300.00	P-3	0.00 NM	6	\$1,800.00
E 11	WKMG	08/14/12	09/03/12	News at 5p News at 5p	CM	5-530p	MTWTF--	:30	1	\$800.00	P-3	0.00 NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/14/12	08/20/12	MTWTF--					1	\$800.00		0.00		
Week:		08/21/12	08/27/12	MTWTF--					1	\$800.00		0.00		
Week:		08/28/12	09/03/12	MTWTF--					1	\$800.00		0.00		
E 12	WKMG	08/14/12	09/03/12	Morn News at 530a Morn News at 530a	CM	530-6a	MTWTF--	:30	2	\$400.00	P-3	0.00 NM	6	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/14/12	08/20/12	MTWTF--					2	\$400.00		0.00		
Week:		08/21/12	08/27/12	MTWTF--					2	\$400.00		0.00		
Week:		08/28/12	09/03/12	MTWTF--					2	\$400.00		0.00		
E 13	WKMG	08/14/12	09/03/12	530-6p The Insider Insider	CM	530p-6p	MTWTF--	:30	3	\$650.00	P-3	0.00 NM	9	\$5,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/14/12	08/20/12	MTWTF--					3	\$650.00		0.00		
Week:		08/21/12	08/27/12	MTWTF--					3	\$650.00		0.00		
Week:		08/28/12	09/03/12	MTWTF--					3	\$650.00		0.00		
E 14	WKMG	08/14/12	09/03/12	News at 6p News at 6p	CM	6-630p	MTWTF--	:30	3	\$1,000.00	P-3	0.00 NM	9	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/14/12	08/20/12	MTWTF--					3	\$1,000.00		0.00		
Week:		08/21/12	08/27/12	MTWTF--					3	\$1,000.00		0.00		
Week:		08/28/12	09/03/12	MTWTF--					3	\$1,000.00		0.00		
E 15	WKMG	08/14/12	09/03/12	Morn News at 6a Morn News at 6a	CM	6-7a	MTWTF--	:30	1	\$500.00	P-3	0.00 NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/14/12	08/20/12	MTWTF--					1	\$500.00		0.00		
Week:		08/21/12	08/27/12	MTWTF--					1	\$500.00		0.00		
Week:		08/28/12	09/03/12	MTWTF--					1	\$500.00		0.00		
E 16	WKMG	08/21/12	09/03/12	CBS Evening News CBS Eve News	CM	630-7p	MTWTF--	:30	1	\$1,800.00	P-3	0.00 NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/21/12	08/27/12	MTWTF--					1	\$1,800.00		0.00		
Week:		08/28/12	09/03/12	MTWTF--					1	\$1,800.00		0.00		
E 17	WKMG	08/14/12	09/03/12	News at 7p News at 7p	CM	7-7:30p	MTWTF--	:30	1	\$1,200.00	P-3	0.00 NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/14/12	08/20/12	MTWTF--					1	\$1,200.00		0.00		
Week:		08/21/12	08/27/12	MTWTF--					1	\$1,200.00		0.00		
Week:		08/28/12	09/03/12	MTWTF--					1	\$1,200.00		0.00		
E 18	WKMG	08/14/12	09/03/12	M-F 7:30-8p Inside Ed Inside Edition	CM	730-8p	MTWTF--	:30	2	\$1,200.00	P-3	0.00 NM	6	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/14/12	08/20/12	MTWTF--					2	\$1,200.00		0.00		
Week:		08/21/12	08/27/12	MTWTF--					2	\$1,200.00		0.00		
Week:		08/28/12	09/03/12	MTWTF--					2	\$1,200.00		0.00		
E 19	WKMG	08/17/12	08/31/12	Fri Prime 8p Fri 8-9p	CM	8-9p	----1--	:30	1	\$3,000.00	P-3	0.00 NM	3	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/13/12	08/19/12	----1--					1	\$3,000.00		0.00		

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 19	WKMG	08/17/12	08/31/12	Fri Prime 8p Fri 8-9p	CM	8-9p	----1--	:30	1	\$3,000.00	P-3	0.00	NM	3	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	----1--		1				\$3,000.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WKMG	08/13/12-08/19/12		Fri Prime 8p		8-9p	-----F-----	:30		(\$3,000.00)		0.00	NM		
See MG 19.4															
[This is "Teachers Rock" concert - if ok please order Fri Special @ 8p]															
4	WKMG	08/17/12-08/17/12		Fri 1 Hour Special/8p		8-9p	-----F-----	:30		\$3,000.00		0.00	NM		
Ⓜ MG for 19.1 08/17															
Week:		08/20/12	08/26/12	----1--		1				\$3,000.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	WKMG	08/20/12-08/26/12		Fri Prime 8p		8-9p	-----F-----	:30		(\$3,000.00)		0.00	NM		
See MG 19.5															
[Program not airing due to NFL Preseason Football]															
5	WKMG	08/20/12-08/20/12		Mon Prime 10p		10-11p	M-----	:30		\$3,000.00		0.00	NM		
Ⓜ MG for 19.2 08/24															
Week:		08/27/12	09/02/12	----1--		1				\$3,000.00		0.00			
E 20	WKMG	08/18/12	09/01/12	Sat 1135p-1205a Inside Edition Wknd	CM	1135p-1205a	-----1-	:30	1	\$500.00	P-3	0.00	NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-----1-		1				\$500.00		0.00			
Week:		08/20/12	08/26/12	-----1-		1				\$500.00		0.00			
Week:		08/27/12	09/02/12	-----1-		1				\$500.00		0.00			
E 21	WKMG	08/18/12	09/01/12	5-7a Sat News Sat 5-7a News	CM	5-7a	-----1-	:30	1	\$150.00	P-3	0.00	NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-----1-		1				\$150.00		0.00			
Week:		08/20/12	08/26/12	-----1-		1				\$150.00		0.00			
Week:		08/27/12	09/02/12	-----1-		1				\$150.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
3	WKMG	08/27/12-09/02/12		5-7a Sat News		5-7a	-----Sa--	:30		(\$150.00)		0.00	NM		
See MG 21.4															
[Program not airing due to NCAA Football pushing children's programming to air early]															
4	WKMG	08/18/12-08/18/12		5-7a Sat News		5-7a	-----Sa--	:30		\$150.00		0.00	NM		
Ⓜ MG for 21.3 09/01															
E 22	WKMG	08/18/12	09/01/12	Sat 6p News Sat Local 6 News at 6p	CM	6-630p	-----1-	:30	1	\$550.00	P-3	0.00	NM	3	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-----1-		1				\$550.00		0.00			
Week:		08/20/12	08/26/12	-----1-		1				\$550.00		0.00			
Week:		08/27/12	09/02/12	-----1-		1				\$550.00		0.00			
E 23	WKMG	08/19/12	09/02/12	Sun Prime 10-11p The Mentalist	CM	10-11p	-----1	:30	1	\$4,000.00	P-3	0.00	NM	2	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-----1		1				\$4,000.00		0.00			
Week:		08/20/12	08/26/12	-----		0				\$0.00		0.00			
Week:		08/27/12	09/02/12	-----1		1				\$4,000.00		0.00			
E 24	WKMG	08/19/12	09/02/12	Face The Nation Face The Nation	CM	1030-1130a	-----1	:30	1	\$1,100.00	P-3	0.00	NM	3	\$3,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-----1		1				\$1,100.00		0.00			
Week:		08/20/12	08/26/12	-----1		1				\$1,100.00		0.00			



WKMG

Print Date: 08/29/12

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Contract / Revision

255392

Flight Dates 08/14/12-09/03/12

Hiatus Dates

Original Date / Revision 07/30/12/ 08/28/12

Order Sep 00:15:00

Advertiser **Pol/Pres/D/Barack Obama** Product **OBAMA FOR AMERICA**

Estimate # **1523**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 24	WKMG	08/19/12	09/02/12	Face The Nation Face The Nation	CM	1030-1130a	-----1	:30	1	\$1,100.00	P-3	0.00 NM	3	\$3,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/27/12	09/02/12	-----1	1		\$1,100.00		0.00					
E 25	WKMG	08/19/12	09/02/12	Sun 11p News Sun 11p News	CM	11-1135p	-----1	:30	1	\$1,800.00	P-3	0.00 NM	3	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/13/12	08/19/12	-----1	1		\$1,800.00		0.00					
Week:		08/20/12	08/26/12	-----1	1		\$1,800.00		0.00					
Week:		08/27/12	09/02/12	-----1	1		\$1,800.00		0.00					
E 26	WKMG	08/19/12	09/02/12	Sun 1135p-1235a Without a Trace	CM	1135p-1235a	-----1	:30	1	\$500.00	P-3	0.00 NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/13/12	08/19/12	-----1	1		\$500.00		0.00					
Week:		08/20/12	08/26/12	-----1	1		\$500.00		0.00					
Week:		08/27/12	09/02/12	-----1	1		\$500.00		0.00					
E 27	WKMG	08/19/12	09/02/12	6-830a Sun News 6-830a Sun News	CM	6a-830a	-----1	:30	1	\$200.00	P-3	0.00 NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/13/12	08/19/12	-----1	1		\$200.00		0.00					
Week:		08/20/12	08/26/12	-----1	1		\$200.00		0.00					
Week:		08/27/12	09/02/12	-----1	1		\$200.00		0.00					
E 28	WKMG	08/19/12	09/02/12	CBS Evening News CBS Eve News	CM	630-7p	-----1	:30	1	\$650.00	P-3	0.00 NM	3	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/13/12	08/19/12	-----1	1		\$650.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
1	WKMG	08/13/12-08/19/12		CBS Evening News		630-7p	-----Su	:30		(\$650.00)		0.00 NM		
See MG 28.4 [Oversold]														
4	WKMG	09/03/12-09/03/12		Morn News at 6a		6-7a	M-----	:30		\$650.00		0.00 NM		
Ⓜ MG for 28.1 08/19														
Week:		08/20/12	08/26/12	-----1	1		\$650.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
2	WKMG	08/20/12-08/26/12		CBS Evening News		630-7p	-----Su	:30		(\$650.00)		0.00 NM		
See MG 28.6														
6	WKMG	08/26/12-08/26/12		Sun 630p News		630-7p	-----Su	:30		\$650.00		0.00 NM		
Ⓜ MG for 28.2 08/26														
Week:		08/27/12	09/02/12	-----1	1		\$650.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
3	WKMG	08/27/12-09/02/12		CBS Evening News		630-7p	-----Su	:30		(\$650.00)		0.00 NM		
See MG 28.5														
5	WKMG	09/02/12-09/02/12		Sun 630p News		630-7p	-----Su	:30		\$650.00		0.00 NM		
Ⓜ MG for 28.3 09/02														
E 29	WKMG	08/19/12	09/02/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	-----1	:30	1	\$1,300.00	P-3	0.00 NM	3	\$3,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/13/12	08/19/12	-----1	1		\$1,300.00		0.00					
Week:		08/20/12	08/26/12	-----1	1		\$1,300.00		0.00					
Week:		08/27/12	09/02/12	-----1	1		\$1,300.00		0.00					
E 30	WKMG	08/19/12	09/02/12	Sun Prime 9-10p Good Wife	CM	9-10p	-----S	:30	1	\$4,000.00	P-3	0.00 NM	3	\$12,000.00

Totals	153	\$187,400.00
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